



## **BACKGROUND**

### **The Future of Energy Development in Newfoundland and Labrador**

Newfoundland and Labrador has an immense and diverse energy warehouse. In 2007, the Government of Newfoundland and Labrador created a new provincial energy corporation to manage the development of these resources.

Nalcor Energy's core business is the safe, reliable and cost-effective generation and transmission of electrical power. The company maintains a strong commitment to provide electricity to its utility, industrial, residential and retail customers. Beyond its core business, the company has expanded into the broader energy sector, including oil and gas, wind, research and development and industrial fabrication. Focused on sustainable growth, Nalcor Energy is leading the development of the province's energy resources.

Nalcor Energy has five lines of business: Newfoundland and Labrador Hydro, Churchill Falls, Lower Churchill Project, Oil and Gas and Bull Arm Fabrication. Throughout the company, its employees are focused on business excellence to facilitate the growth of a diversified and viable energy business and drive results.

### **The Brand**

Energy is about balance, movement and transformation. The Nalcor Energy symbol embodies this and more. With curved, arching shapes, it has a constant sense of motion – representing the *flow of energy, wind, water and oil*. The movement in the symbol speaks to growth, mirroring the evolving nature of the energy industry and positioning Nalcor Energy as a leading, global player. With the segments joining together to form one circular shape, it symbolizes the synergy and balance of the different parts of the business working together as one.

The curved, streaming shapes formed by the white space symbolize entrance and exit points in the company. As resources enter the company, they are transformed to modern, usable power with our expertise and forward-thinking. Further, the white space forms the N and L of Newfoundland and Labrador – evoking a strong sense of internal pride and aligning with the vision of the company.

Because the existing brand of Newfoundland and Labrador Hydro has been a strong anchor in the development of Nalcor Energy, the blue used draws upon the current Hydro logo for continuity, while also representing water, wind and the environment. The grey represents oil and gas, the powerful earth, and it anchors the logo – speaking to a strong parent company rooted in stability.

### **Boundless Energy**

*Boundless Energy* embodies a new way of thinking and celebrates the uniqueness of Newfoundland and Labrador, the competence of its people, and the boundless nature of its renewable resources and future.

It is about going further, seeing no limits to our potential and prudently pushing boundaries. As Nalcor Energy continues on its quest to grow, innovate and succeed, it is committed to finding energy in new, sometimes challenging locations. The imagery speaks strongly to this new approach, symbolic of Nalcor Energy's ability to see the unlimited potential of energy – to take it where it has never been. Others may just see water; Nalcor Energy sees hydro-electric energy. Others may see a brewing storm, Nalcor Energy sees wind energy. Nalcor Energy's dedication to finding new energy and seeing the possibilities is essential to succeed and stay one step ahead. This speaks not only to a modern, innovative player in the industry, but to the resourcefulness, knowledge and expertise it brings to every project.

Dramatic, strong imagery helps bring this concept to life and symbolizes the unique places where energy lies – all while adding a natural, organic element that complements the modern, minimalist and contained design.